

International Film Festival of India (IFFI)
Government of India
Ministry of Information & Broadcasting

Request for Proposal (RFP) for Event
Management of International Film Festival of
India (IFFI), 2012 to be held from 20th to 30th
November 2012 in Goa

Table of Content

Description	Page No.
Disclaimer	3
Schedule for Submission of RFP	4
Notice Inviting RFP	5
Definitions	6
RFP - Summary	7
Part I – General Information/ Conditions	8
Part II – Technical Bid	11
Part III – Commercial Bid	12
Part IV – Evaluation of Technical Bids	13
Annexure I - Details of Proposed Festival Programme for IFFI 2012 to be managed by the Event Management Agency	16
Annexure II - Scope of work for PR Activities	22
Annexure III - Consolidated summary of costings of various events to be managed and executed by the event management agency	34
Annexure IV – Annual Turnover From Event Management Related Activities	35
<u>Annexure V</u> – Experience in Related Activities	36
<u>Annexure VI</u> - Earnest Money Deposit details	37
<u>Annexure VII</u> – Items to be quoted on pro-rata basis separately by the EMA (not part of commercial quote)	38
<u>Annexure VIII</u> - Soft copy of the individual events submitted by EMA	42

DISCLAIMER

This request for RFP is not an offer by International Film Festival of India (IFFI), Ministry of Information & Broadcasting, but an invitation to receive responses from eligible interested Event Management Agencies (EMA) for partnering with IFFI Secretariat for carrying out event management activities during the International Film Festival of India which is scheduled to be held in Goa from 20th to 30th November 2012.

No contractual obligation whatsoever shall arise from the RFP process unless and until a formal contract is signed and executed between IFFI Secretariat and the bidder concerned.

This RFP is being issued with no financial commitment and IFFI Secretariat reserves the right to withdraw the RFP and change or vary any part thereof or foreclose the same at any stage.

Schedule for Submission of RFP

Event	Date
Availability of RFP Document at IFFI Website	22nd - 11th September, 2012
Pre-Bid Meeting	On 05 th Sept 2012 at Goa
Last date and time for submission of completed RFP document	11th September, 2012, 1230 hrs, at Delhi Office.
Opening of Technical Bid, evaluation including presentation and short listing for financial bid	11th September, 2012, 1430 hrs onwards, at Delhi Office.
Opening of Financial Bid	12th September 2012, at 1500 hrs, at Delhi Office.

The RFP document can be downloaded from the website: HYPERLINK "<http://www.iffi.nic.in>" <http://www.iffi.nic.in>. Alternatively, the document can also be obtained in person from **Deputy Director (IFFI), Siri Fort Complex, August Kranti Marg** New Delhi-110049 on any working day between 1100 to 1600 hours up to **10th September 2012**.

A pre-bid meeting will be held on **05th September at 1100 hrs at IFFI Sectt, Conference Room, 1st Floor, Old GMC Building, Inox Compound, Panaji, Goa** for clarifications, if any, on the RFP document. Bidders can also visit the venues to formulate their proposals.

The completed application (response document), containing two hard copies (printed, signed and bound copies) and one soft copy (on a non-rewriteable CD - An MS Word document (compatible with MS Word 2003 or above) or an Adobe Acrobat PDF (compatible with Adobe Acrobat Reader 3.0 or higher)) of the RFP, should be submitted in a sealed cover super scribed with the title "**Expression of Interest to carry out Event Management Activities for International Film Festival of India**", before the last date and time at the following address:

Mr. K. Prashant Kumar
Deputy Director (IFFI)
Film Festival Complex, Siri Fort Auditorium,
August Kranti Marg
New Delhi- 110049
Telephone 011-26499352

Late Applications: Any application received after the last date and time for submission for the same, i.e., 11/09/2012, up to 1230 hours, shall not be accepted. Applications received after the last date shall be summarily rejected and returned unopened.

NOTICE INVITING RFP

REQUEST FOR PROPOSAL (RFP)

International Film Festival of India (IFFI-2012)

Government of India
Ministry of Information & Broadcasting
Film Festival Complex, Siri Fort Auditorium
August Kranti Marg, New Delhi, 110049.

No. 24/5/2012-IFFI (Admn) Dated: 21/08/2012

Request for Proposal (RFP) to Carry out Event Management Activities (Opening and Closing Ceremonies / Opening day Dinner / Merchandising / PR etc) during International Film Festival of India 2012, at Goa, are invited from experienced and reputed Event Management Agencies.

Detailed terms and conditions are prescribed in the RFP document, which can be downloaded from the website: HYPERLINK "<http://www.iffi.nic.in>" <http://www.iffi.nic.in>. Alternatively, the document can also be obtained in person from Deputy Director (IFFI) on any working day between 1100 to 1600 hours up to **10th September 2012**.

A pre-bid meeting will be held on 5th **September 2012 at 1100 hrs at IFFI Sectt, Conference Room, 1st Floor, Old GMC Building, Inox Compound, Panaji, Goa**, for clarifications, if any, on the RFD document. The bidders can also visit the venues to formulate their proposals.

The last date for submission of completed proposal as prescribed, in a sealed cover super scribed "**Techno-Financial Bid for IFFI 2012**", is **11th September 2012** in Delhi. **Technical Bids** would be opened on the same day at 1430 hours (IST) in the presence of available applicants or their representatives. The proposals will be evaluated in accordance with the pre-qualification and evaluation criteria to shortlist bidders as prescribed in the RFP document for opening of **financial bids** on **12th September 2012, (the next day) at 1500 Hrs** at Delhi Office.

Deputy Director (Admn)
International Film Festival Of India
M/o I & B, Govt. of India.
Siri Fort Auditorium Complex, August
Kranti Marg, New Delhi- 110049
Telephone 011-26499352

DEFINITIONS

”Applicant” means a reputed Indian Event Management Agencies having requisite experience in event management who has applied for the RFP for partnering with IFFI Secretariat to carry out event management agencies during the International Film Festival of India 2012.

“Application” means the RFP submitted by an Applicant in the prescribed format.

“IFFI” means International Film Festival of India

“RFP” means Request for Proposal.

“EMA” means the Event Management Agency

“PR” means Public Relations

Request for Proposal to Carry out Event Management Activities during International Film Festival of India 2012

SUMMARY

This Request for Proposal (RFP) consists of four parts as indicated below:-

- Part I:** The first part consists of the general requirement. It includes procedure and last date and time for submission of offers, opening of bids and other details.
- Part II:** The second part of the RFP incorporates the aspects of technical details describing various aspects like organization of events, Engaging Celebrity Comperes, cultural programmes, red carpet events, stage décor, provision of sound and light equipment. The detailed requirements are given at Annexure.
- Part III:** The third part of RFP consists of the financial aspects, payment terms. It also includes standard contract terms along with special contractual conditions, if any.
- Part IV:** The fourth part defines the criteria for evaluation and acceptance, both in terms of technical and financial contents.

Part I

General Information/Conditions

Introduction:

International Film Festival of India (IFFI) is the largest and prestigious international film festival being organized by Ministry of Information & Broadcasting every year in Goa. Films from all over the world participate in the festival. Delegates from different parts of the world attend this festival.

2. The 43rd Edition of the festival is scheduled to be held from 20th November to 30th November 2012 at Goa. The organizers of the festival, with a view to enhance the profile of the festival in terms of content and organization, proposes to engage an Event Management Agency of repute for organizing various events connected with the festival and carrying out public relations activities.

SCOPE OF WORK:

3. Event management of Opening/Closing ceremonies as well as opening dinner, seating arrangements and other activities associated with these events, of the 43rd International Film Festival of India (IFFI). Broadly, the event management involves, decoration of venue, stage décor, ushering of VIPs and invitees, Engaging of celebrity comperes, conduct of the programme by a celebrity comperes, a short cultural programme, **Designing and supply of Merchandising items on IFFI, producing short clips on Life Time Achievement Award winner (for opening night) and on award winning movies of IFFI 2012 (for closing night) etc. Details are given in Annexure I**

4. Handling of Pre-Festival, Promotion/Publicity and its entire public relations(PR) including reception of guests at Red carpet for Opening and Closing and all days in co-ordination with Festival Director commencing immediately after the finalization of the EMA until 15th December 2012". Details are given in Annexure II

AMENDMENT OF RFP DOCUMENT:

5. At any time prior to the deadline for submission of Applications, IFFI Sectt either on its own or on request of the Applicants may amend the RFP Document by issuing addenda. To give the Applicants reasonable time to take an addendum into account in preparing their Applications, IFFI Sectt may, at its discretion, extend the deadline for the submission of Applications.

CLARIFICATIONS TO RFP/ Pre-bid Conference:

6. The bidders may seek clarifications in writing regarding the RFP document within one week of issue of RFP. IFFI Sectt shall respond in writing to any such request for the clarifications and all such clarifications shall be posted on IFFI Website (www.iffi.nic.in). There shall be a pre-bid conference on 05/09/2012 at IFFI Sectt, Conference room, 1st Floor, Inox Compound , Panaji, Goa, and all bidders may inspect the venues as well and seek clarifications.

Validity of RFP Response:

7. The RFP response submitted by the applicants shall remain valid for a period of 3 months after the date of RFP response opening prescribed in this document. A RFP response valid for shorter period may be rejected as non-responsive. IFFI Sectt may solicit applicants' consent to an extension of RFP response validity.

Earnest Money Deposit

8. An EMD of Rs. **Rs 05 lakhs** in the form of a Demand Draft payable at New Delhi drawn in favour of **PAO (MS), Ministry Of I&B, New Delhi** valid till three months must be submitted along with the Proposal. In case the same is not furnished by the EMA at the time of the submission of the bid, the tender is liable to be summarily rejected and no further correspondence in this regard shall be entertained.

Technical & Financial bids

9. The EMA will be required to submit the technical bid and the financial bid in two separate and sealed envelopes, Technical proposal shall be marked "**Technical Proposal**". Financial Proposal shall be marked "**Financial Proposal**". Both the proposals should be put up in a bigger envelope and marked as "**Techno-Financial Bid for IFFI 2012**".

10. The EMA shall not change/alter the quality/content of the programmes under any circumstances, once the same has been finally approved by the IFFI Sectt. after the final selection of the Event Management Agency.

11. The EMA should provide the best possible plan with the best possible quality at reasonable cost and due weightage shall be accorded to this aspect.

12. A set of creative is to be provided by the EMA. This is intended to provide scope for invoking creative capabilities and skills of the EMA and to provide IFFI with the best possible options at a reasonable cost. The EMA must give an undertaking to the effect that all the creative designs belong to it and IFFI shall not be liable in any manner for copyright infringement. In case IFFI selects the creative's submitted by the EMA then the actual execution of the event shall conform to the creative's submitted by EMA and approved by IFFI, failing which IFFI Sectt. shall be at liberty to deduct, necessary charges, as deemed fit. The EMA shall be specific, focused and shall bring out the exact plan of action for 43rd IFFI 2012 at Goa.

Selection Process:

13. The Techno-financial bid shall be submitted in sealed envelopes in the office of IFFI Sectt, M/o of I&B, Sirifort Auditorium Complex, August Kranti Marg, New Delhi - 110049 latest by 11/09/2012 at 1230 Hrs. There would be elimination at the evaluation of the Technical bid. During technical bid opening, the EMAs will be called for creative presentation for duration of 20 minutes each to present their proposals. The creative's will be judged by a committee on event management based on the proposals submitted and the presentation. Only such EMA who qualify technically would be invited for financial bid opening. Appropriate weightage only as per scheme indicated at Part IV of this RFP would be taken into account in arriving at a decision for short listing of the EMA for financial bid opening.

14. If the EMA is finally selected by the IFFI Sectt, then an agreement will have to be executed between the IFFI Sectt and the selected EMA. The EMA shall not be able to claim any extension in contract as a matter of right.

PART II
TECHNICAL BID PROPOSAL

The Technical proposal should clearly demonstrate the EMA's understanding of the requirements of the Event and the Proposal should include the following information in the enclosed Proforma: -

1. ***Annual turnover for the last three financial years (To be not less than Rs.50 Crore per annum.) supported by documents.***
2. Experience and list of managing National & International events handled in the last three years.
3. Creative's and Content Plan including proposal for Celebrity comperes, cultural programmes.
4. EMA should have in-house PR with demonstrated capacity in the past three years.
5. Details of Government sponsored events handled/arranged by EMA in Last 03 years

B. All the information shall be submitted in hard copy along with a soft copy on CD. In case of a discrepancy in hard copy and CD, the provisions made in hard copy shall prevail.

PART III
Financial Bid

Financial bids will be opened only of the bidders whose proposal is short-listed, after technical evaluation. **The Financial bids must be firm and fixed and should be valid for at least three months from the date of submission of offer.**

2. In preparing the financial bid, the EMA shall take into account the requirements of different events, man power required, equipment requirement, all administrative charges, travels, etc. as per the scope of work detailed at Annexure I & II

3. The costing submitted by the EMA and approved by IFFI shall be the upper limit of the expenditure. It shall be up to the EMA to, anticipate and work out the various costing under the given sub-heads. The descriptive items enlisted against each festival programmes are only indicative, and it shall be the duty of the event management agency to visualize and anticipate the extra requirements if any, of the festival like refreshments for the supporting staff, incidental production costs, incidental cost of travel, hospitality, etc. The EMA shall quote the corresponding cost accordingly, as laid down in **Annexure I & II**. Any subsequent increase or escalation of costs shall have to be borne by the EMA unless the same has been requested and authorized by IFFI Sectt. in writing. No extra items will be added without the written approval of the Festival Director, IFFI. All expenditure pertaining to subsequent meetings for IFFI viz Air fare, transportation, Accommodation & Incidental cost etc to be borne by EMA. No Additional Cost shall be entertained apart from the cost quoted by EMA.

4. The EMA shall submit the detailed cost of each item as per the Performa at **Annexure III** under the respective programmes. The EMA will have to ensure that the cost details are submitted only in the format finalized by the IFFI, failing which the financial tenders submitted by it are liable not to be considered without assigning any reasons thereof.

5. The bidders may formulate their financial bids on the assumption that a maximum of **30%** of the contract value would be receivable as advance, which would have to be supported by a **Bank Guarantee (BG) of a Nationalized Bank/First Class Bank**. Balance payment would be made on successful completion of the tasks assigned as per the contract and on certification by the organizers that the tasks have been accomplished by the EMA as per the provisions of the contract.

6. The Financial bids will be opened by a committee in front of the bidders who are present. The committee so constituted for this purpose by IFFI will decide the lowest bidder (L1). No negotiations would be held with the L1 bidder once the reasonability of the price has been finalized.

Part IV

Evaluation of Technical Proposal

The Event Management Committee constituted by IFFI Secretariat would evaluate the Technical proposal on the basis of the information submitted and using the evaluation criterion and point system specified herein under in these terms & conditions.

Technical Bid

2. The technical bid will carry total of 100 marks that will be sub-divided in respect of each of the specified parameter as detailed below:

S. No.	Technical bid	Total marks=100
1.	Turnover	10 marks
2.	Experience in managing national and international events in last 3 years	10 marks
3.	Creative content presentation	80 marks.
a.	Creative, Sets, Floral and other Décor etc	10
b.	Set designing etc	10
c.	Lighting and SFX design Plan	10
d.	Content including red carpet etc	20
e.	Plan for Public Relation (PR)	10
f.	Publicity and Promotion Plan	10
g.	Infrastructure available, Human Resource and facilities	10

Turnover... 10 marks maximum

The turn-over figures shall be given financial year wise. The turnover means turnover from Event management activities only and as per the figures reflected in the profit/loss account of the EMA. If the turnover includes turnover from items other than EMA activities then, CA's certificate indicating turnover from Event Management Activities will be required. Turnover will be determined only on the basis of documentary proof, which will have to be submitted by the respective EMA, at the time of submission of the tender.

Marking scheme for Turnover:-

For fulfilling the eligibility criteria of minimum 50 Crore cumulative turnovers for the past three financial year's i.e. 2009-10 and 2010-11, 2011-12= 3 marks.

Cumulative turnover above 50 crores but below 100 crores for the past three Years = 3 additional marks

Cumulative turnover above 100 crores for the past three years = 4 additional marks

The EMA will have to submit a signed statement from a practicing Chartered Accountant which will indicate the turnover for past three financial years 2009-10 and 2010-11, 2011-12 and in addition the balance sheet / profit & loss statement for the past three financial years should also be enclosed. In case the EMA fails to submit the documentary proof mentioned above, then the EMA will not be allotted proportionate marks in respect of the unavailable documentary proof for that particular item/criteria.

Experience: 10 marks maximum

(In terms of number of national and international events handled) The documentary proof in support of National & International Events organized/managed in the past three financial years will have to be submitted by the respective EMA, at the time of submission of the tender.

Marking Scheme for Experience

The EMA will be allotted 2 marks per international event and 1 mark per national event executed by them in the past three years subject to maximum of 10 marks.

NOTE:

*In order to avoid confusion regarding national and international events the following clarifications are given: The main **theme** of the event and not its geographic location will be used as a determinant of its national / international nature. National event will be that event which is national in nature and comprises of participants from within the country. International event will be that event which is of the international level and comprises of entries/ participants from at least 05 (**Five**) **independent countries**. For example any event, like **IFFI** that is held in India but comprises of entries from abroad will be termed as an international event, the participants/entries should be directly linked to the main theme of the event. Any event which is national in nature as regards its main theme but has invitations extended to international guests/international invitees will not be considered an International event but as a national event.*

Creative content: 80 marks maximum

The creative criteria will be analyzed and judged by a Committee constituted by the IFFI. The committee will take into consideration the creative content of the presentation, the designs, concept of signage's, originality of ideas, Cultural Events and the proposal put forth by the EMA for making IFFI an international event. The creative content will however be restricted to the festival programme as finalized by the IFFI only.

The EMA will have to submit soft copy of each item, wherever applicable, as per the Performa submitted in this tender document. In case of non submission of the soft copy of the creative's by the EMA, the proportionate marks for that component will not be allotted.

All the bidders shall make a presentation for duration not more than 20 minutes before the committee for better appreciation of the creative contents proposed by them.

Qualification for Presentation & Financial Bid

Only those bidders who score **70 marks** qualify for the Presentation before a Committee and financial bid opening.

Annexure-I

Details of Proposed Festival Programme for IFFI 2012 to be managed by the Event Management Agency

OPENING CEREMONY:

The EMA will organize and execute an Opening Ceremony befitting an International Film Festival. The proposed venue will be **Kala Academy - Dinanath Mangeshkar Hall, Panaji and the open area called Daraya Kala Sangham, the adjacent open air ground area near the Kala Academy.**

While working out the production cost the EMA shall take into consideration the existing sound and light/stage and other infrastructure available in the auditorium. In case additional items are required then the same shall be specified and accounted for in the financial quote. **A separate quotation may be submitted for organizing the opening ceremony at the open air venue.**

The Celebrity Comperes and artist details performing during the Opening Ceremony will be finalized with the prior approval of IFFI. The entire event will have to be managed by the EMA including the coordination with the Comperes/artists and the expenditure to be incurred for their arrangements /stay at the hotel/ travel and local transport.

The stage shall be provided with adequate backdrop and design parameters as approved by IFFI.

The following items will have to be compulsorily arranged:

OPENING CEREMONY		Responsibility	
S.No.		EMA	IFFI
	Open Area – Daraya Kala Sangham and Dinanath Mangeshkar Hall, Kala Academy, Panaji, Goa.	Logistics by EMA	Venue by IFFI
	Licenses and permissions	All licenses to Be obtained by EMA	All possible support.
		Sub-Cost	Total Cost
1	Venue Constructs		
	Block wise seating /Teleprompter		
	Signages for the demarcation of seating		
2	Venue Branding		
	Sufficient branding of the venues with panels, outside the venue and on the red carpet for the sponsors		

3	Red Carpet		
	Bleacher -2 nos		
	Separate area demarcated for media with barricading		
	Two separate Red carpets to be provided for VIP's and delegates		
	Standees – 6' x 4' – 20 nos		
	Red Carpet – Min 80 mts		
	Mojo Barricading – Min 80 mts /		
	Branding of the backdrop of red carpet		
4	Décor		
	Stage Backdrop to be put up as approved by the IFFI		
	As finalized by Event Management Committee EMA may provide details of size, material and design etc.		
	Floral Décor		
	a) Floral decoration of front façade (<u>Open Air Stage and Kala Academy</u>) b) Floral decoration of the plaque at (<u>Open Air Stage and Kala Academy</u>) c) Props, stands. Etc		
5	LIGHTING		
	Stage Lighting and SFX details		
	Existing lights of the venue to be used and additional requirements if any as per the requirements of the proposed design then to be quoted.		
6	PA System		
	The existing sound system of the venue to be used by the EMA. Additional requirements if any as per the requirements then to be quoted		
7	POWER & DISTRIBUTION		
	Use of existing power supply. Additional requirements if any as per the requirements of the proposed design then to be quoted. Generator		
	Back up to be arranged in accordance to the required power capacity.		
8	Manpower requirements for coordination with IFFI		

9	Miscellaneous like COMMUNICATION (WALKIES & CLEARCOMS), CREW BADGES, Vanity vans (caravans for artiste) etc		
10	Artist F & B on site To be provided by EMA		
	Manpower – Volunteers & Ushers appointed by EMA		
	Hostesses, artists including Rehearsals venue		
11.	Opening Dinner: a) Theme and décor b) Security arrangements both at the at the entry and exit gates and in the venue (over and above govt. security) c) Entertainment programme d) VVIP transport		
12	Celebrity Comperes (Fees, Stay, transport etc to be born by EMA)		
13.	Art and Entertainment Component To be choreographed and executed by EMA with the approval of Festival Director.		
14.	Merchandising IFFI T-Shirts – 8000, Mugs-2000, Caps -5000, IFFI Posters – 5000, Folders and Notepads - 2000		
15.	Short clip on Life Time Achievement Award Winner - 2012		

Closing Ceremony:

A Closing Ceremony shall be held in the Master Dinanath Mangeshkar, Hall Kala Academy auditorium. The Celebrity Comperes and artist details performing during the Closing Ceremony will be finalized with the prior approval of IFFI. The entire event will have to be managed by the EMA including the coordination with the Comperes/artists and the expenditure to be incurred for their arrangements /stay at the hotel/ travel and local transport.

The stage shall be provided with adequate backdrop and design parameters as approved by IFFI

CLOSING CEREMONY		Responsibility	
S. No		EMA	IFFI
1.	Kala Academy – Dinanath Mangeshkar hall	logistics by EMA	Venue by IFFI
2.	Licenses and permissions	All licenses to be obtained to be obtained by EMA	All possible support
		Sub-cost	Total Cost
3.	Venue Constructs		
	VIP barricading/suitable MOJO barricading to be provided outside the hall – 60mts		
	Block wise seating		
	Signages for the demarcation of seating		
	Teleprompter		
4.	Venue Branding		
	Sufficient branding of the venues with panels, outside the venue and on the red carpet for the sponsors		
5.	Red Carpet		
	Bleacher -2 nos		
	Separate area demarcated for media with barricading		
	Two separate Red carpets to be provided for VIP's and delegates		
	Standeers - 6' x 4' - 12 nos		
	Red Carpet – Min 60 mts		
	Mojo Barricading – Min 60 mts		
	Branding of the backdrop of red carpet		

6.	Décor		
	Floral Decor		
	<ul style="list-style-type: none"> a) Floral decoration of front façade of Kala Academy. b) Floral decoration of the plaque of Dinanath Mangeshkar. c) Drapes at the courtyard d) Props, stands. 		
	Backdrop to be put up as approved by the IFFI		
7.	LIGHTING		
	Stage Lighting:		
	Existing lights of the venue to be used and additional requirements if any as per the requirements of the proposed design then to be quoted.		
8.	PA System		
	The existing sound system of the venue to be used by the EMA. Additional requirements if any as per the requirements then to be quoted		
9.	POWER & DISTRIBUTION		
	Use of existing power supply. Additional requirements if any as per the requirements of the proposed design then to be quoted. Generator back up to be arranged in accordance to the required power capacity.		
10	Manpower requirements for coordination with IFFI		
11.	Miscellaneous like COMMUNICATION (WALKIES & CLEARCOMS), CREW BADGES, Vanity vans (caravans for artiste) etc		
12.	Artist F & B on site To be provided by EMA		
	Manpower - Volunteers & Ushers Hostesses, artists including Rehearsals venue		

13.	Art and Entertainment Component To be Choreographed and executed by EMA with the approval of Festival Director.		
14	Celebrity Comperes (Fees, Stay, transport etc to be born by EMA)		
15.	Short clip on award winning movies of IFFI 2012		

FESTIVAL UNIFORMS:

All EMA staff would be suitably attired in uniform. EMA may quote the expenditure in the bill under relevant head.

ORGANIZATION OF RED CARPET EVENT DURING IFFI:

The EMA will be required to organize Red Carpet event on all the days of the festival by the IFFI including the opening and closing ceremonies. A separate stand for the media shall be created outside the entrance of the Old GMC building which can allow about 100 media persons including photographers and videographers to cover the event. It should also involve suitable barricading of the venue during the event. The event will be held every day. The event has to be covered by the professional announcer and sound system of 1000 watts will have to be provided during the event. The EMA will have to manage the dignitaries and set up the time table for the dignitaries walking the Red Carpet and should also incur the cost of anchors. The event will be held at the entrance of the Old GMC Building and the guests will enter the INOX multiplex through the main entrance.

	Total cost to be reflected in Annexure		
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SCOPE OF WORK FOR PR ACTIVITIES

OVERVIEW:

Started in 1952, the International Film Festival of India (IFFI) has evolved into a major forum for cinema from across the world.

- IFFI has become a landmark destination for established and young film makers and directors from every continent.
- IFFI 2012 (20-30 Nov. 2012 in Goa) provides an ideal opportunity for film makers and film lovers to watch, appreciate and learn the art of film making.
- IFFI has a concept of the Film Bazaar, which provides a platform for film Co-productions & workshops.

PR OBJECTIVES

To communicate

- IFFI's pioneering role and leadership in the film festival genre in India owing to its rich experience.
- IFFI in its 43rd edition is the oldest film festival in India's Profile.
- IFFI as a Prestigious and one the foremost film festival in Asia

KEY MESSAGES

- IFFI is the most esteemed common platform in Asia to project and promote the excellence of film art from the world over.
- IFFI provides a celebrated common forum that converges cinema of the world.
- The most prestigious platform for Indian film industry to showcase and compete with the best international film makers.
- IFFI is a treat for cine lovers in view of the excellent package of films that the festival showcases over the 11-day period

TARGET AUDIENCE

PRIMARY TARGET GROUPS

- Indian film industry (film makers, film producers, directors, etc)
- Film critics Film
- Associations

SECONDARY TARGET GROUPS

- Film Schools
- Upcoming Film makers
- Film lovers, etc

TARGET AREAS

1. Goa
2. Mumbai
3. New Delhi
4. Pune
5. Bengaluru
6. Chennai
7. Hyderabad
8. Kolkata
9. Kochi
10. Thiruvananthapuram

MEDIA TOOLS

- Press Release
- One-on-one interviews via e-mail / telephone / face-to-face with
 - Key spokespeople from IFFI
 - Participating film makers
- Press Briefings / Conferences
 - Road shows
 - Mall activations
 - ODH

THE STRATEGIC DESIGN

EMA should utilize a two-pronged approach to profile IFFI in the media.

a) IFFI - THE ORGANIZING BODY:-

- Profiling the spokespersons and the organizing committee of the film festival across key Business/Financials/ Mainlines/ Lifestyle / Film & Trade publications target markets.
- Interactions with the committee members of IFFI
 - i. Profiling their role and responsibility in the committee
 - ii. Work done in the past / present for the IFFI
 - iii. Developments in the overall festival (modifications from previous years, etc)

b) IFFI 2012 - THE FESTIVAL:-

1. Drive stories to build perception and drive the key messages of the festival in the media
2.
 - a. Profiling the overall participation in IFFI 2012 - including the new countries which are participating in IFFI 2012
 - b. Profile the entries in IFFI
 - i. Profiles of participating films, directors, producers, etc
 - ii. Profiling the winners of IFFI 2012, etc

c) Trend stories on the biggest film festivals across the globe:-

- i. Profile IFFI as a part of the biggest film festivals across the globe

d) Quotes from industry experts of participating countries:-

- i. Profiling their experiences of coming to IFFI
- ii. Their expectations from IFFI 2012

e) Extensively profiling Indian participants of IFFI 2012 to build buzz around the categories:-

- i. Profiling unique entries made by Indian film makers (cinematic excellence)
- ii. Profiling celebrity film makers who are participating in IFFI 2012
- iii. Quotes from Indian celebrities and socialites on their expectations from IFFI 2012

f) Profiling the winners of IFFI 2012:-

- i. Best Film / Director / Best Actor (Male) / Best Actor (Female) / Special Jury Award, Centenary Award, Life time achievement award winner etc.

BRIDGE BUILDING MEDIA INITIATIVES (September – November 2012)

In order to build “Media Buddies’ Pan- India, we suggest that we undertake the following activities prior to the event across target markets:

- 1) **Special IFFI 2012 PROMOS:** Making a compilation of promos of the entries in IFFI 2012 and sharing it with the media Pan India to create interest and build the buzz around IFFI amongst key media influencers

2) **Sharing DVD's of winning films of IFFI 2011** : Share the winning films of IFFI 2011 with key media influencers to give them a flavor of the profile and caliber of competition at IFFI

3) **Media Contest**: Share entry synopsis of key entries for IFFI 2012 and ask media to guess the winner. The winner to be announced when the actual entry wins at the IFFI. The journalist to get a good gratification - 2N/3D at a 4 -5 star hotel in Goa.

4) **Media Gifts**: Create special merchandise for the media that is given to them before the event - IFFI - T shirts, mugs, photo frames, etc

OTHER IDEAS

- 1) Educating and Engaging movie lovers across the country about the content in IFFI to leverage its imagery as the most prestigious international movie festival in Asia

OBJECTIVE

- To excite movie lovers and industry experts about the content and the entries in IFFI, especially the winning entries
 - To drive buzz around the high standards of participating & winning content in IFFI by educating movie lovers across the country
- 2) Profiling IFFI as the most glamorous and sought after international film festival

OBJECTIVE

- Build hype around the festival as the most glamorous and prestigious international film festival
- Associate renown Bollywood & Other celebrities to build imager
- Tie -up with Major Stars and do a special screening of their movie/event during the festival
- Invite major Stars and other cast to the screening and to inaugurate the festival
- Conduct a RED CARPET for the screening and the launch of the festival
- Tie-up with a broadcaster for exclusive coverage on the RED Carpet - E.g. Zoom Television
- Invite other Bollywood and other celebrities for the Red carpet of IFFI.

ACTIVATION

The above strategy may be divided across three phases:-

PHASE I –

PRE EVENT (September – 19th November 2012)

Create Pre event buzz and build up to the event in the media across target markets

- 1) Issue an update release every week highlighting the progress of the festival.
- 2) 1 -2 Interactions with the committee members/ key spokesperson every week on developments, profiling of the festival.
- 3) 1 -2 feature stories every month profiling the trends, participation profiles, updates, quotes from celebrities, etc on IFFI 2012.
- 4) Implementing bridge building initiatives with key media across the country.
- 5) Pre -event press conference in Goa to announce the official launch of the festival

PHASE II –

EVENT (20th November - 30th November 2012)

Manage media expectation and profile the event as a sophisticated, international film festival

- 1) Handle ground logistics
- 2) Invite select media (reporters & photographers) for the event from within Goa and other key cities in India.
- 3) Initiate one-on-one media interactions with select National publications.
- 4) Nationwide dissemination of press release along with photograph to media.

PHASE III –

POST EVENT (1st December – 15th December 2012)

Profile the success of IFFI 2012 and leverage its positioning as a prestigious international film festival

- 1) Profiling the winners of the festival through interactions with the media
- 2) Highlighting quotes from the celebrities who attended the event to showcase its success
- 3) Profiling Indian entries that won at IFFI 2012
- 4) A dossier of all articles received for the event to be submitted to IFFI.
- 5) To start IFFI TV and promote IFFI through sale of DVD'

MEDIA ACTIVITIES (Approximate Time Lines)

Activity	Action	Target Media	Client's Role	EMA Responsibility	<u>Timeline</u>
Internal Preparation	<ul style="list-style-type: none"> * Media Training * Collateral Development- Fact file on the Organizational. <ul style="list-style-type: none"> a) Company background. B) Spokespersons profiles. c) FAQsd. d) Entry Profiles Briefinge. e) Documents 		To Share necessary information	To develop media kits	Sept – Nov 15th 2012
Bridge Building Activities	<ul style="list-style-type: none"> *Share promos/media gifts/and other materials *Drive the media contest and urge them to participate *This would engage them further with IFFI thereby building interest 	Business/ Mainlines/ Lifestyle/ Trade	To Share the materials to be shared with the media	To meet media personally and build a relationship for IFFI	September 25- November 10th 2012.
Spokesperson Interactions	*Profile spokespersons from the committee to leverage them as industry stalwarts	Business/ Financials/ Mainlines/ Trade	To provide time and inputs for the interactions/quotes	To line-up interactions and create talk points for each interaction	Oct 1 - November 19th

PRE LAUNCH (Tentative Time Lines)

Activity	Action	Target Media	Client's Role	EMA Responsibility	Timeline
Feature Stories	Build buzz around the event by sharing updates on the festival, creating trend stories, profiling participants, etc.	Lifestyle/ Film Trade/ Mainlines	To share regular updates/ information on the entries	To explore story pegs and drive stories in the media	Sept 20-Nov 15th 2012
Press Release	Disseminate monthly press release to share updates and regular developments on the festival	Mainlines/ Business / Lifestyle / Trade	To share inputs for the release	To draft and disseminate the release	Sept 25- Nov 15 th 2012
Press Conference	Pre event press conference in Goa to officially announce the lunch of IFFI 2012 Key media from other cities to be invited to the PC	Mainlines/ Business / Lifestyle / Trade	To share details of the event, the attendee list, etc.	To invite media, manage media at the event, share press release, manage interactions with key spokespersons, share post event photographs	Nov 6 th – Nov 15 th 2012.
Organize – IFFI Days	Tie – up with a leading cinema chain in India to host IFFI Thursday Screen the winning entries of the previous years Invite local socialites for the launch of IFFI days	Mainlines/ Lifestyle / Electronics / Magazines	N/A	To promote the concept in media and sustain the buzz about IFFI Thursday	Oct 1 st – Nov.10th 2012

LAUNCH

Activity	Action	Target Media	Client's Role	EMA Responsibility	Timeline
Invite and Handle media at the event for the duration of the entire event	<p>Host regular media briefings to announce the winners of the category</p> <p>Initiate and share regular releases with the media announcing the daily developments at the event</p> <p>Share a detailed factsheet/newsletter with the media to update them on the media schedule & happenings</p>	Mainlines, Financials, Electronic, Lifestyle, Trade, online etc.	The client to provide the required Information	<p>To develop collaterals</p> <p>To invite media</p> <p>To ensure media attendance</p>	November 20-30
Interactions with key influencers at the event	Interactions with key industry members, committee members, celebrities, participants and other influencers to leverage the buzz at the event	Mainlines, Electronic, Lifestyle	N/A	To initiate and execute interactions with these influencers	November 20-30, 2012
On Ground Logistics	Managing the overall logistics with the media at an on-ground level	Mainlines, Financials, Electronic, Lifestyle, Trade	N/A	To manage & handle media	November 20-30, 2012
RED carpet & Screening of Upcoming Bollywood Movies/events	<p>Tie-up with an upcoming Bollywood film to host a special screening</p> <p>Organize a Red carpet to officially launch IFFI-2012</p>	Mainlines, Financials, Electronic, Lifestyle, Trade	N/A	To manage & handle media and leverage buzz as the most glamorous RED carpet in India	November 19-20, 2012.

POST LAUNCH

ACTIVITY	ACTION	TARGET MEDIA	CLIENT'S ROLE	EMA RESPONSIBILITY	TIMELINE
Profiling winners of competition section of 2012	Share the inking entries with the media. Profile the winners in every category through nationwide media interactions	Mainlines, lifestyle, electronic, online etc	The client to share the relevant material as required.	To set up the interactions in key cities	1 st – 15 th Dec.2012
Leveraging the film entries that are at IFFI 2012	Taking the winning Indian entries to different media houses Organizing special Screenings of the film entries in target cities Extensive interactions With the directors/ producers/ actors of the winning film entries..	Mainlines, lifestyle, electronic, online etc	To provide Access to the winning film entries	To initiate such stories.	1 st – 15 th Dec.2012
Sustain the buzz and leverage as a grand film festival.	Authorized articles by industry influencers /IFFI Committee on the overall experience in IFFI 2012	Mainlines, financials, magazines and trade media.	To provide the Relevant information	To author the articles and share with relevant media	1 st – 15 th Dec.2012
Dossier	Create a complete dossier of all the coverage received PAN india on IFFI-pre, during and post event.	All coverage	NA	To hand over all the dossier to IFFI Sectt.	16 th – 31 st Dec.2012

The fee quoted above will cover the execution of PR activities in the following cities:

- Mumbai
- Delhi
- Bengaluru
- Chennai
- Hyderabad
- Pune
- Kolkata
- Goa
- Kochi
- Thiruvananthapuram

The fee will cover the following activities across the above mentioned cities on an ongoing basis and should be indicated Lump sum.

- EMA will provide strategic counselling to IFFI for communications and public relations
- EMA will organize media-related activities on behalf of IFFI to garner coverage in relevant media across key markets.
- EMA will act as a counsel and conduit for the corporate communications programmes of IFFI.

The project fee would include the following:

1. All expenses incurred on third parties such as:

- a. Printing of collaterals, folders and other merchandise (If any)
- b. Fabrication of backdrops, banners, etc (if any)
- c. Photography, videography charges (if any)
- d. Venue booking and F&B for press conferences & briefings (if any)
- e. Media entertainment expenses (if any)
- f. Expenses incurred on travel, lodging & boarding (if any)
- g. Cost of hiring celebrities for launch conferences (if any)
- h. Any creative / event coordination services rendered by the agency (if any)

2. Activities coordinated in any city other than those mentioned above (if any)

The above-mentioned expenses are to be indicated head wise with break up.

- **The below mentioned expenditure (if any) should be included as part of the lump sum. (Relevant break up item wise may be produced at the time of the financial bid).**

- a. Photocopying and stationery
- b. Outstation calls
- c. Local Conveyance expenses

- d. Outstation courier charges
- e. Media tracking costs
- f. Media related expenses
- g. Monthly docket expense

Evaluation Process

The Coordinator will follow both the Qualitative & Quantitative model to measure performance at the end of every assignment / month (as the case may be)

1. Qualitative Evaluation

- a. Under this arrangement the total media exposure in terms of evaluation is arrived at after considering the following parameters:
 - i. Category of the publications
 - ii. Size, Placement of the article appeared
 - iii. Timelines, as agreed upon
 - iv. Headline of the article
 - v. Message delivered
 - vi. Relevance of the story and exposure for Client

2. Quantitative Evaluation

- a. Under this arrangement the total media evaluation is arrived at after considering the number of exposures generated for the activities initiated :
 - i. No. of exposure is largely dependent on the magnitude of news
 - ii. The matter of exclusivity is also attached to coverage garnered
 - iii. No. of clips also depend on the nature of the city and media receptivity to the news generated there.

	Total cost to be reflected in Annexure III		
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ANNEXURE –III

**Consolidated summary of costings of various events to be managed and
executed by the event management agency**

S. no	Item	Quantity		PRICE QUOTED		
				2012		
1	Opening ceremony	1 no	Consolidated			
2	Opening Dinner*	1	Consolidated			
3	Decor	NA	Consolidated			
4	Closing Ceremony	1 Nos	Consolidated			
5	Festival uniforms	700 100	Consolidated			
6	Signages	As specified	Consolidated			
7	Manpower Cost	As specified	Consolidated			
8	Organization of red carpet event during IFFI	As specified	Consolidated			
9	PR Activities	As specified	Consolidated			
10	Merchandising	As specified	Consolidated			
11	Miscellaneous cost		Consolidated			
12	Management fee	NA	Consolidated			
13	Total cost					
14	Service tax					
15	Grand total					

A summary of the costing as indicated in row 15 (Grand total) will be taken into consideration for determining the lowest financial bid.

Name:

Designation:

Signature

ANNEXURE IV

ANNUAL TURNOVER FROM EVENT MANAGEMENT RELATED ACTIVITIES

S. NO	NAME OF THE EMA	2009-10	2010-11	2011-12

Footnote:

1. The above statement should be signed by a practicing chartered accountant, by affixing his seal and on his letterhead.
2. The EMA shall also submit the notarized copies of the audit reports and balance sheets (final/provisional) for the corresponding financial years.

Name:

Designation:

Signature:

EXPERIENCE IN RELATED ACTIVITIES

S. NO	NATIONAL/ INTERNATIONAL EVENT- NAME	DATE	PLACE	SUPPORTING DOCUMENT CLOSED

FOOTNOTE

1. Separate tables may be provided for the national and international events.
2. For the purpose of marking, only those events, managed by the EMA for the past three financial years, will be considered which are supported by documentary evidence like copies of agreements, work orders, letters of intent, completion certificates, etc. The documents should be duly notarized and submitted along with the above proforma.

Name:

Designation:

Signature:

EARNEST MONEY DEPOSIT

S. no	Bank Drawn	Value in Rs	DD no
		05 lacs	

Name:

Designation:

Signature:

ITEMS TO BE QUOTED ON PRO RATA BASIS SEPARATELY BY THE EMA

The EMA is expected to provide logistical support throughout the duration of the festival in respect of several items detailed below. The EMA should be in a position to make the necessary arrangements at a short notice as and when requisitioned by the IFFI. The EMA shall therefore provide the quotations for the following items. It may be noted that, the following quotes shall be submitted by the respective EMA's on pro rata basis and the same shall not be considered as a part of the financial tender for deciding the lowest quote.

In addition, the EMA shall provide the rate list of following items as per the Annexure VII

Flower Bouquets:

Rates to be quoted for ordinary bouquets and exclusive bouquets

1. **Silent Generators (Mobile):** Hire charges / day for the following capacities: 500KVA/200KVA/125 KVA/50 KVA.
2. **PA system for different wattages like 500, 1000, 5000, 10,000 watts;** rental charges per day. Rate should be inclusive of amplifiers, speakers, mikes, (cordless and with cord) and other accessories.
3. **Cloth enclosure** per meter of 1.5-2 mts width
4. **Mojo Barricading:** Mojo barricading of minimum ht of 60 cms of good iron railings in rn ft basis.
5. **Bamboo Barricading – 5 ft. high and two Bamboos horizontally arranged:** per rnft basis
6. **Setting up of Shamiana** of height 2-2.5 mts: rates per sq. mts. as per the list provided by IFFI.
7. **Laying of Red carpet** at various festival venues: rate per sq ft for various widths of Synthetic and woolen carpets.
8. **Tin Barricading masking with black cloth on both sides for minimum 6 ft ht:**
Rate per rnft
9. **Plastic chairs** on hire - per chair per day (with arms/without arms).
10. **Banquet chairs:** chairs with cushion and cloth cover on them without arms.

- 11. Sofa sets on hire:** Rates to be submitted for sofa sets (premium and ordinary) 5 seater and above.
- 12. Make up for artists:** the costs towards hiring of makeup artists, should be clearly indicated in the costing. It shall be the entire responsibility of the EMA to arrange for the makeup artists, to cater to the needs of the various artists performing during the various festival programmes such as concerts etc.
- 13. Hire of Chemical toilets:** The cost one chemical toilets with its maintenance, cleaning and transport to be quoted.
- 14. Flex printing:** Back lit and front lit per sq ft
- 15. Teleprompter:** Hire charges for TelePrompter
- 16. Risers:** Hire charges for risers 1'ht by 4'x2'
- 17. Screen with LCD projection system:** The hire cost per day for a Screen 8"x8" with masking and a 4000 lumens LCD projector with a VCD/DVD player and a sound system of 2000 watts.

Hiring Rates of the Items on per unit basis

S.No.	Item	Unit/day	Rate
1	Silent Generators for all capacities	2	
2	PA System for different Wattage for 250, 500 and 1000 watts separately.	11	
3	Cloth Enclosures		
4	Setting up of Shamiana		
5	Street Lighting along the Corniche Road		
6	Laying of Red Carpet per sq ft: Synthetic Woolen		
7	Plastic chairs	1	
8	Sofa sets on hire	1	
9	Banquet chairs	1	
10	Flower Boquets Ordinary Exclusive	1	
11	Mojo Barricading: per sqft basis		
12	Tin Barricading masking with black cloth on both sides: Rate per sq ft		
13	Hire charges for Beta monitor 15 days	1	
14	Hire charges for chemical toilet 9 days	1	
15	Teleprompter for 2 days	1	
16	Hire charges for risers 4'x2'x1'/1.5' & 6'x3'x1'/1.5'		

17	Hire charges for screen with LCD projector for 2 days	2	
18	Tower Air conditioner 5 in count	15 Days	
19	Hiring charges for Digibeta player/ DV cam		

Foot Note:

The rates for above particulars should be inclusive of all taxes, items of expenditure, staff cost, communication cost, design and other charges. These items will be arranged/ provided by the EMA upon receiving written instructions from the IFFI.

Name:

Designation:

Signature:

SOFT COPY OF THE INDIVIDUAL EVENTS SUBMITTED BY THE EMA.

S. NO.	NAME OF EVENT	WHETHER SUBMITTED OR NO	REMARKS IF ANY
1	Opening ceremony design concept		
2	Décor		
3	Closing Ceremony		
4	Festival uniforms		
5	Signages		
6	Red carpet event during IFFI		
7	PR Activities		
8	Merchandising		

FOOTNOTE:

The soft copy of the items listed above must be compulsorily submitted by the EMA. In case the same is not submitted then there shall be proportionate deduction in marks to the EMA. The soft copy of each item must be arranged in separate folders in exactly the above order preferably in a single CD-R and the same shall be submitted at the time of submission of the technical data. Hard copies of the concepts in colored printouts should be presented by the EMA during the Creative presentation time allotted to each EMA.

Name:

Signature:

Designation: